

United Way
Greater Knoxville



**EMPLOYEE
CAMPAIGN
MANAGER
TOOLKIT**

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THANK YOU FOR YOUR SUPPORT

As a recognized leader within your workplace, your role as an Employee Campaign Manager (ECM) supports programs and services that help change the lives of individuals, families and neighborhoods in our community.

Thank you for believing in the work of the United Way of Greater Knoxville and understanding that the best way to strengthen our community is by being UNITED.

This toolkit will help guide you through managing a successful workplace campaign. But you are not alone! Your United Way staff contact is also available to you for additional support and guidance.

Being in this role takes creativity, enthusiasm and compassion, and we thank you for your willingness to serve. We look forward to walking alongside you as you embark on this ECM adventure!



Matt Ryerson
President and CEO
United Way of Greater Knoxville

WHAT IS AN EMPLOYEE CAMPAIGN MANAGER?



The Employee Campaign Manager (ECM) is the liaison between your workplace giving initiatives and the United Way of Greater Knoxville (UWGK). They are the critical piece that ties us together—changemakers who understand the difference you can make when positively impacting your community.

As the ECM in your workplace, you have the important role of engaging with peers and encouraging them to make a difference. Without people like you, we could not provide the critical funds needed to support almost 100 local agencies, who, alongside UWGK, work tirelessly to impact our community's health, create economic mobility and support early care and education.

One of your most important roles is to work closely with your company leadership and UWGK representatives to develop an effective campaign.

This includes:

- Recruiting a team of leaders
- Hosting a fun and engaging campaign kickoff
- Promoting the campaign throughout your organization
- Encouraging leadership giving
- Thanking donors and volunteers for their involvement

Besides your impact on your community, serving as an ECM is a great way to enhance your leadership and networking skills. It is an opportunity to gain recognition for your talents within your organization and will surely provide transferable skills to other projects and roles you take on in the future.

STEPS FOR A SUCCESSFUL CAMPAIGN

PLAN ➤ INVITE ➤ UNITE

PLAN

During the **PLAN PHASE**, you will develop your campaign strategy and timeline, gather support from Company Leadership and volunteers and equip your team with the resources you need to run a successful campaign.

Get Connected

Attend ECM Training

- Date:
- Time:
- Location:

Meet Your UWGK Staff Contact

- Name:
- Email:
- Phone:

Set Your Goals

A workplace goal provides an incentive to give and measure success. Set a workplace goal to encourage an increase in giving year-over-year. The worksheet included here can help you calculate your company's investment potential.

FIVE STEPS TO SET YOUR GOAL

1	Calculate your company's total dollar potential using one of these two formulas	A. $.01 \times \text{total payroll}$	=
		B. $.01 \times \text{average annual salary} \times \text{number of employees}$	
2	Amount raised last year	_____	
3	Percentage of total potential achieved	_____	
4	This year's goal	_____	
5	Percentage of potential goal	_____	

BRAINSTORM INCENTIVES AND EVENTS

- PTO days, half or full days
- Hour-off passes for first day donations, year-over-year increases, first time donors, etc.
- Lunch with leadership
- Coffee delivery by CEO or leadership of choice
- VIP parking spot auction
- Theme park tickets
- Hotel stays
- Competitions: scavenger hunts, virtual bingo, daily Wordle, office Olympics
- Cookout, cookoff or bake sale
- Silent auction

DEVELOP A TIMELINE

6 MONTHS BEFORE KICKOFF



3 MONTHS BEFORE KICKOFF

6 WEEKS BEFORE KICKOFF



2 WEEKS BEFORE KICKOFF

NOTEWORTHY DATES:

- Official Campaign Start Date: May 1, 2024
- Week of Caring: September 9-13, 2024
- ECM Training: September 10, 2024
- Your Workplace Campaign Start Date:
- Official Campaign End Date: December 3, 2024



PRE-CAMPAIGN CHECKLIST

Meet with your UWGK representative to discuss ideas and strategies
Attend the ECM Training
Evaluate past results to identify opportunities for increases (dollars raised, participation, leadership givers, etc.)
Confirm CEO/Senior Leadership support (campaign events, leadership giving recognition, company gifts or matching, incentives for increased participation, messages of support throughout campaign)
Recruit a campaign committee: seek a diverse team of volunteers across different departments
Determine your campaign timeline, incentives and calendar of events
Keep handy campaign materials and resources provided by UWGK
Schedule your campaign kickoff, confirm UWGK speaker(s) and any other special events
Promote your kickoff company-wide
Consider incorporating a volunteer opportunity into your campaign
Have your CEO send a campaign kickoff letter endorsing the campaign
Invite retirees to your kickoff event
Prepare yourself to share knowledge about UWGK and the impact of UWGK's work. Help employees understand the value of their gift



INVITE

In the **INVITE PHASE** of your campaign, you will focus your efforts on communication and engagement. Share about the campaign anywhere you can, encourage participation and make it feel fun and impactful to get involved.



DURING CAMPAIGN CHECKLIST

	Ensure your campaign kickoff is fun and engaging
	Communicate the campaign goal, timeline, activities and incentives
	Invite speakers: United Way of Greater Knoxville (UWGK) representative, campaign chairs and a member of your leadership team
	Send out your donation site link or distribute pledge forms to every employee. Use your kickoff event, staff meetings and one-on-one conversations to encourage participation
	Promote! Promote! Promote! Share newsletters, emails, posters and fliers in staff meetings and high traffic areas such as entryways and break rooms
	Share success stories and event photos along the way
	Hold a mid-campaign committee meeting to monitor participation and progress toward your goal
	Send company-wide progress reports
	Hold a leadership giving, retiree and/or loyal contributor luncheon

SAMPLE CEO LETTER

Subject Line: [Company Name] Uniting for Change

Preheader Text: In our community, everyone deserves the opportunity to thrive.

Email Body:

[Name],

United Way of Greater Knoxville supports the needs of our community every day to help strengthen our community to ensure everyone will thrive. Join me for uniting for change in our community by participating in this year's United Way campaign. We've set an ambitious goal of raising [monetary goal/description] to help do just that.

I believe that when we unite as a team, there's no challenge that can't be solved. United, we can build thriving communities. This is more than a campaign; it is a call to action for us at [Company Name] to advance solutions to real problems facing people in the communities where we live and work.

Together, we can advance health, youth opportunity, economic mobility and strengthen overall community resilience to build a future where everyone can reach their full potential. Last year, with the support of [Company Name], United Way of Greater Knoxville was able to help support over 268,252 individuals and families in our community. And this year, with your help, we know that we can do even more.

[Insert information on how they can donate]

I want to thank you in advance for your support in building a community where everyone thrives.

[Closing],

Your Name

SAMPLE STAFF LETTER

Dear Team,

Exciting news! Our company's annual Workplace Campaign for United Way of Greater Knoxville is here, and I can't wait to see the incredible impact we'll create together!

United Way is a powerhouse of positive change, supporting families, children and individuals in need. With just a small contribution from each of us, we can make a big difference in our community.

Let's make this campaign the most successful one yet! Attend the kickoff event (details coming soon) to learn more about how we can help. Every act of generosity matters, and together, we'll leave a legacy of kindness.

Join me in this journey of compassion!

Thank you,
[Your Name]

Dear Team,

Are you ready for some excitement and positive change? I certainly am, and I want you to be a part of it too!

I'm thrilled to invite each one of you to join me at the United Way of Greater Knoxville Campaign Kickoff Event. It's going to be a fantastic gathering filled with fun, food, excitement and, most importantly, a chance to make a real difference in our community.

When: [Date and Time of the Kickoff Event]

Where: [Location/Venue]

This event promises to be both enjoyable and fulfilling. We'll get to learn more about United Way's impactful initiatives and how our contributions can bring about meaningful change. There will be inspiring stories, interactive activities and a chance to connect with fellow colleagues who share the same passion for making a positive impact.

Let's come together as a united team, showing our collective support for a good cause. Whether you can contribute a little or a lot, every effort matters and adds up to create a significant impact.

Mark your calendars, rally your enthusiasm and let's make this campaign kickoff event one to remember! Together, we can create a brighter future for our community.

Looking forward to seeing each one of you there!

Thank you,
[Your Name]

UNITE

The **UNITE PHASE** is where you bring it all together. Host an exciting campaign kickoff, express deep appreciation for people who show up and give, track your campaign results and thank people for their involvement.

TIME	SAMPLE KICKOFF AGENDA
5 min	CEO welcomes employees, endorses campaign and introduces United Way of Greater Knoxville (UWGK) speakers
10-15 min	UWGK presentation
5 min	CEO closing remarks
5 min	ECM presents campaign timeline, events and ways to donate
25-30 min	TOTAL



POST-CAMPAIGN CHECKLIST

	Collect pledge forms and campaign materials
	Schedule a time to meet with your UWGK representative to share final results
	Record any corporate contributions or matches on employee giving
	Thank all donors with a celebration event, letter or email from your CEO
	Share the results! Publish a campaign summary including photos and results
	Hold a post-campaign meeting with your committee to evaluate successes, challenges and strategies for next year



YEAR-ROUND ENGAGEMENT CHECKLIST

	Use UWGK as a resource to organize service projects and connect your team to volunteer needs around the community
	Sign up for the UWGK newsletter to stay up to date on our impact, new initiatives, events and more
	Share UWGK updates with employees on a regular basis
	Encourage participation in our giving societies
	Utilize UWGK's speaker request form for ongoing lunch and learn sessions

FAQs

Is there a minimum pledge amount?

There is no minimum pledge amount.

Do we have to offer payroll deductions?

No. Donations can be made via cash, check, credit card or payroll. You can choose what works best for your company.

When do payroll deductions begin?

Most companies choose to start deductions on January 1 of the following year; however, this varies by company and is up to your team.

Is this going to be extra work on my bookkeeper?

Not at all. With UWGK's Give at Work digital pledge option, reporting is made simple using excel spreadsheets that can be easily uploaded to the payroll system.

How long does a workplace campaign last?

Typically, campaigns last two weeks to one month to give everyone time to participate, but the length of your campaign is up to you based on what works best with employee schedules.

How many nonprofits received funding through the latest grant cycle?

Each year, close to 100 local nonprofits receive funding. A list of organizations can be found on our website at uwgk.org/funded.

How do we engage in a volunteer project or event?

UWGK's Company Cares simplifies corporate social responsibility (CSR) by offering opportunities to address community needs that align with your company's core values. We leverage our deep community insights to amplify your impact, serving as your dedicated partner in community service. With on-site and off-site service projects, community insights and board training certificates, there are options for all teams no matter your size, schedule or budget.

What additional ways can I give back to the nonprofit community?

UWGK offers a six-week OnBoard Governance Certificate Program that helps prepare professionals for service on nonprofit boards and introduces them to organizations seeking qualified board members. Sessions include understanding nonprofits, strategic planning, equitable board decision-making, leadership and management. This course is a great way to strengthen engagement in your community!

Do my donations stay local?

Yes! 100% of what is raised here stays here.

How do I handle objections to giving?

People want to feel connected to the work of an organization before they become a donor. Asking questions about what causes or needs are important to a potential donor is a great way to open the door to the work UWGK is doing. Knowing what a person cares about will help guide the conversation to how their dollars can help change lives.

Examples include:

- Creating a path to economic independence through the East Tennessee Collaborative program.
- Creating more high-quality, accessible early childcare learning environments through our Early Care and Education work.
- Collaborating with community members and families to create a more accessible and equitable food system.
- Supporting children, families and neighborhoods through Community Schools.
- Providing information and resources to people in need through the 2-1-1 helpline.

If objections arise that you are not comfortable handling, please reach out to your UWGK contact. We are always happy to walk through questions or concerns.



CHEATSHEET

For over 100 years, United Way of Greater Knoxville (UWGK) has been a driving force for positive change. We connect businesses, individuals and organizations with a shared vision for a strong, vibrant community to support our neighbors in need. We are striving for a future where everyone's basic needs are met, no one lives in poverty, all kids learn and succeed, and every person, family and child flourishes. Lasting change is not the work of one nonprofit, one company or one volunteer. Each of us has an important role to play in building a thriving community.

OUR MISSION

Uniting people and resources to strengthen communities and solve systemic issues.

OUR VISION

Creating an equitable community through partnerships, impact, and commitment to transformation.

OUR GUIDING PRINCIPLES

U- UPLIFTING

We build up others to build up our community.

N- NEIGHBORLY

We prioritize relationships.

I- INCLUSIVE

We welcome people from all backgrounds, identities, abilities, and perspectives to the table.

T- TRANSFORMATIVE

We seek solutions with a growth mindset and help change lives.

E- EQUITABLE

We listen to the needs defined by our community and create systems that support our neighbors' individual needs.

D- DRIVING CHANGE

We convene and lead to create a lasting, positive impact in our community.

UNITED, we are building a brighter future or our community.

GIVING SOCIETIES

Joining together generous individuals in our community.

At United Way of Greater Knoxville (UWGK) we are passionate about bringing people together as changemakers. Our affinity groups create spaces for like-minded individuals to get involved, get together, and share their passion for giving back and making a difference. These volunteers and donors inspire their peers to join and get involved, and they use their professional networks to create positive change.



The Haslam Society is our newest affinity group with high-level donors ready to take big steps to improve our community. This society was named in honor of the Haslam family, who have given so much to UWGK and to our community. This giving society is an opportunity for our most philanthropic community members to advocate for the causes they care about.



The Alexis de Tocqueville (ADT) Society is a group of influential individuals who partner with UWGK to make a meaningful impact on our local community. These members are donors, philanthropists and changemakers who believe in United Way's mission and trust UWGK to meet our community's most pressing needs.



The 1922 Society is a group of passionate young professionals who are ready to get a jump start on giving back. This is a five-year step-up program for younger donors and community members who are working to become ADT members and create positive, lasting change in our community. This group is full of ambitious leaders, ready to make a difference in Knoxville.

United Way
Greater Knoxville



1301 Hannah Ave,
Knoxville, TN 37921
865.523.9131 • uwgk.org